

DEVELOPING VOICE AND TONE

Ultimately, you have to know your audience in order to guide your tone. Remember your target customer research? This is good place to put it into practice.



What makes your target customer comfortable enough to take action?

What persuades your audience the most? How should this translate into your copy's tone? How does this relate to your brand's personality?



Write some lines with personality and run it by a few people.

How does the copy make them feel? Does it make them want to take action or learn more? Does it make them bond with your brand?

Sample copy:

Reaction:

Sample copy:

Reaction:



How do your beliefs translate into your copy?

*How will your customer know what your brand stands for?
How does your vision come across in your writing?*